



MINUTES OF THE VETERANS ADVISORY BOARD IN SPECIAL MEETING OF DECEMBER 01, 2021 AT 5:00 P.M., FLANCER'S RESTAURANT, 610 N. GILBERT ROAD, GILBERT, ARIZONA

MEMBERS PRESENT: Les Presmyk, Chair; Dave Rosenfeld, Vice Chair; Michael Bailey; Jim Lykins; and Pamela Rinesmith

MEMBERS ABSENT: Phil Bobadilla and Brenda Sullivan

COUNCIL/STAFF PRESENT: Deputy Town Clerk Judy Martinez

TOWN STAFF VOLUNTEERS PRESENT: None

GUESTS: Peyton Parker, Veterans Events Private Committee Volunteer Chair; Eric Ballester; Josh Bring; and Chris Marini

1. Call to Order of Regular Meeting

Chair Presmyk called the meeting to order at 5:10 p.m.

2. Roll Call

Deputy Town Clerk Judy Martinez called roll and declared a quorum present.

3. Pledge of Allegiance

The Pledge of Allegiance was not recited.

4. Approval of Minutes

Member Rosenfeld moved to approve the meeting minutes from the November 3, 2021 meeting; Chair Presmyk seconded the motion. *Motion carried 5-0.*

Agenda Items

5. After Action Review – Veterans Day Event

Volunteer Peyton Parker discussed positives and areas needing improvement of the 2021 Veterans Day Event. There was discussion that the emcee was excellent and that he did a radio show and expressed an interest in returning next year. There was discussion that the music was good and the setup went well. There was positive feedback from businesses who participated as well.

Member Lykins stated it was difficult to hear at the tables from the check-in area. Vice Chair Rosenfeld suggested adding speakers near the front by the car show. Member Rinesmith agreed that it was hard to hear and suggested adjusting speakers; noting some attendees walked through during the actual program because they could not hear that it was going on.

Member Bailey discussed lighting, stating the main sponsor was in the dark.

There was discussion regarding the jet flyover. Volunteer Chair Parker and Vice Chair Rosenfeld discussed the process and how well it went. Volunteer Ballester discussed the timeframe of 90-120 days to get Air Force and Federal Aviation Administration (FAA) approval.

Volunteer Chair Parker discussed the success of the car show. The group congratulated Volunteer Marini for his work on the car show and corresponding video. Chair Presmyk stated that some attendees of the car show did not realize it was also the Veterans Day event. Vice Chair Rosenfeld stated the car show could be a massive draw and huge event for Gilbert.

The group discussed the Veteran information and registration process. Volunteer Ballester spoke in favor of working to obtain information from the Veterans at the front of the event. Vice Chair Rosenfeld stated there should be more people at the tables. Member Rinesmith stated that volunteers should continue to walk and ask if attendees were Veterans and then asking them to register, rather than just at the tables. Member Lykins suggested spacing out the registration computers so there would be less crowding or adding red mats for the registration areas to clearly define them. They discussed adding additional signage for Veterans registration, whether a vertical banner or an “easy-up” sign. They also discussed having a banner or sign made with language that could be utilized for all of their events.

Volunteer Chair Parker discussed attendance and actual chairs/seating. The group discussed how some chairs were empty because they were marked reserved. Member Lykins suggested getting less chairs, since the event was advertised as “bring your own chair”. Volunteer Chair Parker discussed the efforts to look for people in attendance and offer them seating. Chair Rosenfeld suggested having less reserved seating and having those sections specified; examples were given to have reserved seating for the Town Council and for disabled, specifically labeling them accordingly.

There was discussion on food trucks, with members and volunteers agreeing they were sought-after but not enough at the event. There was discussion on how to get buy-in or a real commitment for the food trucks to follow through. Volunteer Chair Parker discussed the option of a refundable deposit for food trucks to entice them to show up. Vice Chair Rosenfeld noted the current \$25 deposit.

The group discussed audio at the event and the sound check assisted by Volunteer Bring, which he was able to adjust quickly. Volunteer Chair Parker discussed the music and band. Volunteer Ballester noted the confusion of the band playing the National Anthem and the military song “Taps” at times that were confusing to the audience; Vice Chair Rosenfeld noted that should be addressed with the band.

There was discussion on the need to improve the registration process and Veterans database. Volunteer Chair Parker discussed retiring the use of Microsoft Excel and possibly using Access. Volunteer Marini discussed using Google Forms. Chair Rosenfeld stated there was a “living list” but it needed improvements and updates. Member Lykins voiced the importance of the list and updating contacts, noting he had been on the list many times and did not receive an invitation to the event.

The group discussed promotion and the need to reach out to more Veteran-owned businesses. Volunteer Chair Parker discussed having business cards, not necessarily with individuals’ names, but cards to give to Veterans; he discussed the option of getting people to look for ways to “get involved in the Gilbert Veteran Community” versus joining the Board. There was discussion regarding getting the fliers or promotional cards out earlier, as recommended by Member Lykins. The group discussed using a QR Code for Veterans to access information.

Vice Chair Rosenfeld discussed the purchase of gift cards for giveaways, the expense of the cards versus asking sponsors for donations, and unused gift cards. Volunteer Chair Parker discussed why sponsors may not have been asked to donate, not wanting to double-down on sponsors, and how unused gift cards could be passed out. Member Lykins noted that an effort should be made to hand out the gift cards.

There was discussion regarding the guest speakers during the event. Volunteer Chair Parker discussed the option of the group offering to buy plane tickets for guest speakers. Vice Chair Rosenfeld said that “bridge could be crossed later”, but he noted the trend of getting these guest speakers should be continued, such as a Medal of Honor speaker. Volunteer Chair Parker discussed the idea of getting Navajo Code Talker Peter MacDonald, Sr, for an event; adding he had spoken with his daughter and they were open to the possibility of attending an event virtually or recording a speech.

The group each discussed their overall views of the event. Chair Presmyk stated it was a great event and thanked Volunteer Chair Parker and others for their assistance. Member Lykins reiterated the need for updated contact lists and utilization of those contacts and asked about how the sponsors would be recognized. Volunteer Ballester discussed timing the flyover to the National Anthem and the success of recognizing Veteran-owned businesses.

Vice Chair Rosenfeld suggested starting the event 30 minutes, so that it was more of a twilight event. He discussed the success of the group despite their leader being ill, stating the execution of the event was great. He said, other than small tweaks, the improvements needed were to have more food trucks and the sound system. Volunteer Marini discussed the stage location, and there was discussion about the car show possibly being held on the small paved access road into the park.

There was discussion regarding advertising the event earlier and the utilization of the QR Code. Member Lykins discussed a quarterly update with upcoming events and reminders. Vice Chair Rosenfeld discussed the ideas of quarterly socials for Veterans, such as coffee dates or using a movie theater.

Vice Chair Rosenfeld discussed the challenges of having a Service Member of the Year award, but said it could be done with Junior Reserve Officers’ Training Corps (JROTC). He discussed the idea of having a board assigned with that purpose, with the awards processed by the Mayor and then presented at the Town Council, adding March or April would be ideal.

There was discussion regarding the Memorial Day event location. Vice Chair Rosenfeld stated it could not be held at the Gilbert Municipal Center due to its renovation. There was discussion regarding other possible solutions, including whether or not to use HD South; Chair Presmyk stated volunteers were looking at location options.

6. Future Agenda Items and Review Future Meeting Dates

There was no discussion.

7. Adjournment

The meeting was adjourned at 6:11 p.m.

Les Presmyk, Chair

ATTEST:

Judy Martinez, Deputy Town Clerk